



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

Buku

- Altstiel, T., & Grow, J. (2006). *Advertising strategy: Creative tactics from outside/in*. Thousand Oaks, CA: Sage Publications, Inc.
- Ambrose, G., & Harris, P. (2011). *Basic design: Layout* (2nd ed.). Switzerland: AVA Publishing.
- Carter, R., Meggs, P. B., Day, B., Maxa, S., & Sanders, M. (2014). *Typographic design: Form and communication*. Wiley.
- Davies, A., & Fennessy, P. (2001). *Digital imaging for photographers*. Oxford: Focal Press.
- Eiseman, L. (2017). *The complete color harmony: Expert color information for professional results*. Beverly: Rockport Publishers.
- Ensenberger, P. (2011). *Focusing on composing photos*. Burlington, MA: Elsevier, Inc.
- Felici, J. (2012). *The complete manual of typography*. Berkeley: Peachpitt Press.
- Fox, A. S., Langford, M. S., & Smith, R. S. (2010). *Langfords basic photography* (9th ed.). Taylor and Francis.
- Judisseno, R. K. (2019). *Branding destinasi dan promosi pariwisata*. Jakarta: PT Gramedia Pustaka Utama.
- Landa, R. (2010). *Advertising by design* (2nd ed.). New Jersey: John Wiley & Sons, Inc.
- Landa, R. (2014). *Graphic design solutions* (5th ed.). Wadsworth: Publishing Co Inc.

Lupton, E. (2004). *Thinking with type (1th ed.)*. New York, NY: Princeton Architectural Press.

Lupton, E. (2010). *Thinking with type (2nd ed.)*. New York, NY: Princeton Architectural Press.

Macaulay, M. (2018). *Introduction to web interaction design: With html and css*. Boca Raton: CRC Press.

Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC: Principles and practice (9th ed.)*. New Jersey: Prentice Hall.

Morissan, M. A. (2010). *Periklanan: Komunikasi pemasaran terpadu*. Jakarta : Kencana Prenada Media Group.

Nuryani. (2019). *Kecamatan bayah dalam angka*. BPS Kabupaten Lebak.

Sugiyama, K., & Andree, T. (2011). *The dentsu way*. New York: Mc-Graw-Hill.

Tondreau, B. (2019). *Layout essentials: 100 design principles for using grids*. Beverly: Rockpot Publishers.

Zelanski, P., & Fisher, M. P. (2010). *Color*. Upper Saddle River, N.J.: Prentice Hall.

Jurnal

Wiendu, N. (1993). Concept, perspective and challenge. *Laporan Konferensi Internasional Pariwisata Budaya Yogyakarta*, 11.

Internet

IDN Research Institute. (2019). Indonesia millennials report 2019 [Data File].
Diunduh dari <https://cdn.idntimes.com/content-documents/indonesia-millennial-report-2019-by-idn-times.pdf>

- Morton, J. (1997). A guide to color symbolism [PDF file]. Diunduh dari
<http://1.droppdf.com/files/1Z5pI/morton-colorcom-color-symbolism.pdf>
- Perum Perhutani. (2018). Eksotisme Goa Langir yang Bersejarah. Diakses dari:
<http://bumn.go.id/perhutani/berita/1-Eksotisme-Goa-Langir-yang-Bersejarah>.
- Pesona Indonesia. (2019). Liburan ke Sawarna, Jangan Lewatkan 6 Pantai Eksotik ini. Diakses dari <https://pesona.travel/keajaiban/4378/liburan-ke-sawarna-jangan-lewatkan-6-pantai-eksotik-ini>.
- Pratnyawan, A. (2019). Pengguna facebook dan Instagram di Indonesia terbesar ke-4 di dunia. Diakses dari:
<https://www.hitekno.com/internet/2019/06/19/125012/pengguna-facebook-dan-instagram-di-indonesia-terbesar-ke-4-di-dunia>
- Sawarna. (2019). Goa Lalay. Diakses dari: <https://www.sawarna.net/goa-lalay.xhtml>
- Stillman, R. (2013). Color harmony. Diakses dari:
<https://cpb-us-w2.wpmucdn/portofolio.newschoool.edu/dist/a/4100/files/2013/11/ColorHarmonyRoachStillman.pdf>
- Wahana, R. D. (2019). 6 Obyek wisata di desa wisata sawarna. Diakses dari:
<https://www.koranperdjoeangan.com/6-obyek-wisata-di-desa-wisata-sawarna/>